



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**MARKED AGENDA**

8:00 a.m., Tuesday, November 20, 2012  
Pinnacle Conference Room at Human Resources  
7575 E Main Street  
Scottsdale, Arizona 85251

**1. Call to Order/Roll Call**

Michael Hoffmann, Chairman-**absent**  
Kathleen Glenn, Vice-Chairwoman  
Tom Enders  
Ace Bailey-**left at 8:43am**

David Richard  
Mike Surguine  
David Scholefield-**arrived at 8:07am**

**2. Approval of Minutes**

Commission discussion and possible action to approve the October 16, 2012 regular meeting minutes (Attachment No.1)

**COMMISSIONER RICHARD MOVED TO APPROVE THE MINUTES OF THE OCTOBER 16, 2012 MEETING. COMMISSIONER SURGUINE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER SCHOLEFIELD NOT YET PRESENT.**

**3. Staff Liaison Reports**

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

- a. Staff Bed-Tax Collection Report (Attachment No.2)
- b. Bed Tax Proforma (Attachment No.3)
- c. Smith Travel Report (Attachment No.4)
- d. Program Updates

**4. Bond Task Force Update**

Commission discussion and possible action regarding tourism related capital projects being considered for inclusion in future bond initiatives.

Presentation: Bill Peifer, Senior Project Manager (Attachment No. 5, 5a)

**5. Horse and Horsepower Recap**

Update and commission discussion regarding the 2012 Horse and Horsepower event.

Presenter: Jason Rose



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-7989 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.

Staff Contact: Steve Geiogamah (Attachment No. 6)

**6. Trolley Sponsorship Program**

Staff update and commission discussion

Staff: Rob Millar, Strategic Programs Manager

**7. Event Support Program-Event Intercept Survey**

Update, commission discussion, and possible action regarding the city's event intercept survey program

Staff: Steve Geiogamah (Attachment No. 7, 7a)

**8. Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**COMMISSIONER RICHARD MOVED TO CANCEL THE DECEMBER 18, 2012 MEETING.**

**COMMISSIONER SURGUINE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONER BAILEY NOT PRESENT.**

**9. Public Comment**

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

**10. Adjournment 9:47am**

**Next scheduled meeting is December 18, 2012**



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